

## REMARKS

In the Office Action mailed April 8, 2004 the Examiner noted that claims 1-22 were pending, and rejected claims 1-22. Claims 1-22 have been amended and, thus, in view of the forgoing claims 1-22 remain pending for reconsideration which is requested. No new matter has been added. The Examiner's rejections and objections are traversed below.

The claims have been amended to merely correct informalities, such as for spelling and form.

Page 3 of the Office Action rejects all claims under 35 U.S.C. § 103 over Perkowski.

Perkowski is directed to a system that includes an Internet product information server (IPSI). During operation the server receives a request for product information including a product identifier from a client, the server automatically obtains the product information and sends the product information to the client. It is important to note that any client that provides a product identifier when making a request will receive the product information. That is, anyone can access the server and obtain product information.

In contrast, the present invention (see, for example, claim 1) only allows access to advertisements for additional or second services by "users" who have registered (registering") with the database providing the advertisement and who have obtained or been given access to a first service. In the present invention it is not just any user who is allowed to register or obtain the advertisement, it is "users that have contracts with the supplier". In particular, "when a user is identified as a contractor user of the first service on the database" the system "allows the user to view said advertisement" for the additional or "second service". The other independent claims (2 and 18-22) emphasize similar features.

Perkowski does not teach or suggest such features and, as a result, cannot provide the advantages that are provided over systems such as Perkowski. For example, the present invention allows targeted advertisements. It is easy to identify users who should be targeted for special insert or pop-up type advertisements for related services and for other services of the supplier. The present invention allows targeted special sales, that is, special discount sales to existing users. Local area contracting type advertising can also be easily established. The charges for the targeted advertising can be easily measured since the charges can be increased as the number of registered subscribers or the target audience increases since that number can be determined from the database. Viewing of particular advertisements by particular users can also be measured. Because the advertisements are targeted, those not being targeted may

have an incentive to use a service so that they can be targeted. The present invention can also improve the cost effectiveness of advertisements.

It is submitted that the invention of the independent claims distinguishes over the prior art and withdrawal of the rejection is requested.

The dependent claims depend from the above-discussed independent claims and are patentable over the prior art for the reasons discussed above. The dependent claims also recite additional features not taught or suggested by the prior art. For example, claim 6 call for an advertisement for an electronically registered service user to be sent by mail or facsimile. Nothing in the prior art teaches or suggests such. It is submitted that the dependent claims are independently patentable over the prior art.

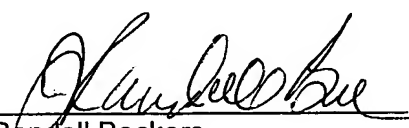
It is submitted that the claims are not taught, disclosed or suggested by the prior art. The claims are therefore in a condition suitable for allowance. An early Notice of Allowance is requested.

If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the U.S.P.T.O. is requested to obtain the same from deposit account number 19-3935.

Respectfully submitted,

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